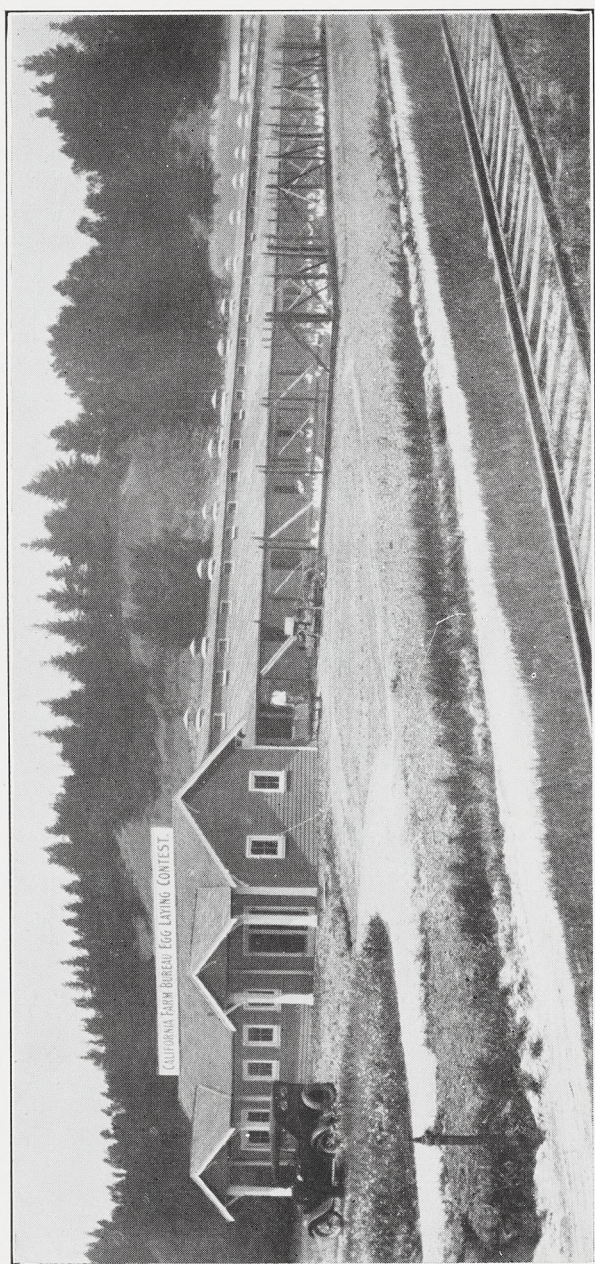


SANTA CRUZ

-where Chickens
grow into Money





*"The chicken is the country's
but the city eats it.*

So reads an old adage which fits the situation at Santa Cruz exactly, for whatever its chickens produce San Francisco and Eastern markets buy.

The chief factor in the poultry industry of Santa Cruz is the production of eggs for these markets. Students of poultry marketing have given a great deal of consideration to these buying and distributing centers and are shipping to local and distant markets with gratifying success.

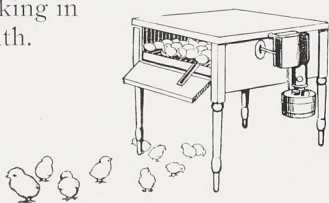
Now, then, where is Santa Cruz—the place where chickens grow into money?

Seventy-six miles south of San Francisco the Santa Cruz spur of the Coast Range mountains spreads out in a crescent which follows the general line of the north shore of the historic bay of Monterey. Between the sea and the mountains are numerous plateaus or benches, one merging into the other. These spread out, fan-like, until in the curve of the crescent some twenty miles lie between the hills and the bay.

Tucked away in the western-most tip of the crescent, where sea and mountains meet, is the city of Santa Cruz. Following the curve of the hills and spreading out over the widening plateau, the city—now boasting a permanent population of 14,000—has grown until five miles separate its eastern and western limits.

People were first attracted to Santa Cruz by its climate. Coming to enjoy this, they discovered its commercial possibilities in fishing, fruit growing, dairying, floriculture and, more recently, poultry raising.

About 1906 a few far-sighted men began to raise poultry commercially. By 1913 possibly 100 had entered the business. On April 1, 1921, conservative estimates placed the number in excess of 500, and more people are embarking in the business every month.



THE annual cash income from poultry in the Santa Cruz district today is conservatively figured at \$1,500,000; more enthusiastic estimates place it at \$2,000,000. Certain it is that if the latter mark has not yet been reached it won't be long before it will be.

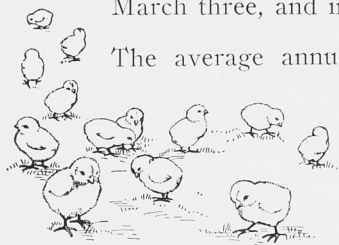
The men now engaged in the industry have proved beyond all question that there is no place so well suited to the profitable culture of poultry as the Santa Cruz district; and there is no other "business" which will give to the industrious man of moderate means so certain and pleasant a livelihood.

It is interesting to note in this connection that the American Poultry Journal recently invited its readers to submit letters in a prize-contest. The first prize was awarded to a letter entitled "Buying a Poultry Farm." This specified that the main points to consider in selecting a location were climate, soil, drainage, water supply, schools, neighbors, markets and shipping facilities.

Measured on this scale, the Santa Cruz district, in the opinion of experts, comes nearer grading 100 per cent than does any other locality in the United States.

In the equable, invigorating climate of Santa Cruz, man, beast and fowl find almost ideal conditions. The average temperature for the year is 65 degrees. The mean temperature in January is 50 degrees and in July 60 degrees. Seldom does the thermometer go higher than 85 in summer; and rarely does it drop to 26 in winter. In fact, records of the United States Weather Bureau show that the average number of frosty days in November is three; in December six; in January seven; in February four; in March three, and in April one.

The average annual rainfall in Santa Cruz, 28 inches, makes provision for



abundant green feed—so essential to the poultryman's success.

The rain comes normally between October 1st and May 31st. Of these 243 days, forty will average rainy; fifty-three "fair" or "cloudy," and 150 absolutely clear. During the other four months of the year there prevails a kind of weather which draws thousands of vacationists from all over the Pacific Coast.

Read what R. E. Burton, instructor in agriculture at the Santa Cruz High School, says of Santa Cruz conditions—especially its soil and climate:

"Success in poultry keeping, as in all agriculture pursuits, rests upon four fundamental factors:

"First, economic conditions; second, personal factor; third, climatic factor; fourth, soil conditions.

"Man can control the first two; the third is uncontrollable; while the fourth may, to some extent, be modified. A prospective farmer should never lose sight of these when about to choose a place in which to settle.

"Business men and land owners of a locality ought to see to it that economic conditions are inducive. Our prospective poultryman ought to look at himself critically, know himself and see if he possesses the inherent qualities necessary to make him successful, other things being equal.

"Regarding the climatic factor, I am asked to state why Santa Cruz has a desirable poultry climate. Let these be personal remarks. If figures are wanted to verify my statements they can be had by consulting the files of the United States Weather Bureau.

"Santa Cruz has a desirable poultry climate because it has—

1. A freedom from extremes in temperature, rarely below 25 degree Fahrenheit, seldom above 85 degrees Fahrenheit.



2. Absence of strong winds.
3. Great proportion of clear, sunshiny days.
4. A relatively dry atmosphere.
5. A desirable rainfall sufficient to insure plenty of plant growth without irrigation (28 inches average for the last 30 years.)
6. A seasonal rainfall spread over a period of 8 months.
7. A healthful climate for man and beast.

"Native vegetation, especially trees, is probably the best gauge we have in this matter. Here we find the moisture-loving redwood and Douglas Fir indicating the presence of adequate moisture, both in the soil and in the atmosphere, while the eucalyptus, lemon and orange trees assure us that there are no severe frosts.

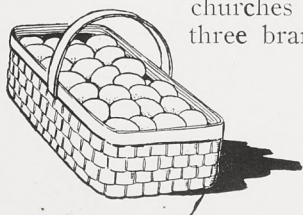
"If, for instance, one considers the factor of early hatching in order to obtain winter layers, he can not but appreciate the fact that even as early as the latter part of January, we are able to rear chicks successfully.

"As to soil we have a great variety — from the heavy clay adobe to the sandy loams. We have deep sedimentary loams in our bottom lands. These, although very productive, are not so desirable for poultry. Our slopes and elevated plateaus are to be preferred. These slopes are well drained, protected, and possess a rather sandy clay loam. This is not as productive as our bottom lands or our adobe, but is, nevertheless, preferable for poultry keeping, due to its good drainage, quality and ease of tillage."

And now you may ask, "What kind of neighbors would I have if I lived in Santa Cruz?"

A natural question—and an ample answer:

The very best type of American citizens. Clean-living people who support ten churches and a public library with three branches.



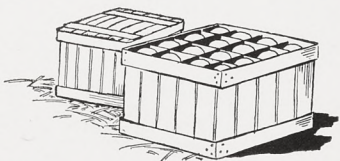
Progressive-minded people who own a municipal pier a half-mile long and a municipal water system which supplies an abundance of pure mountain water at low cost.

Broad-visioned people who in one year spent \$300,000 for new schools including \$130,000 for a high school. The latter offers, in addition to the usual curriculum, courses in domestic science, manual training, agriculture and poultry husbandry. The grammar schools of the community are in keeping with the high standard of the high school.

Engaged in the poultry business are men from almost every pursuit in life. Typical of those who are successfully making a living from poultry in this community, is a group residing in one of the newer sections. It includes a former carpenter, a fireman, a merchant, a physician, a capitalist, a draughtsman, a contractor and a structural engineer. All have foresworn their former pursuits, have built comfortable bungalow homes and are devoting their time and energy successfully and profitably to the culture of poultry. Working in the balmy, invigorating air those who had lost their health in their previous occupations have regained it at Santa Cruz.

to advise with the man just beginning, particularly if he is inexperienced. In this way he can avoid many of the errors which they committed and can profit by the practices and principles which they have proved.

The fine class of men composing the poultrymen of Santa Cruz is responsible for the unusual spirit of co-operation which prevails and which manifests itself in a cordial willingness to assist the newcomer in every way possible to get started right. The "glad-to-help-you" attitude is characteristic. Those who are seasoned poultrymen are always willing



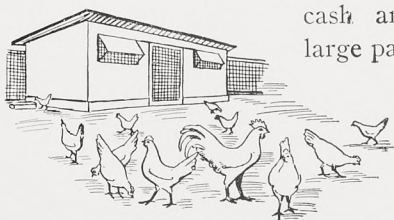
San Francisco — which is the primary outlet for Santa Cruz poultry products is essentially a “white egg” market. It did not take the early commercial poultrymen of California long to prove that, for filling the demands of the San Francisco market, the Single Comb White Leghorn was, all in all, the most profitable chicken to raise.

Hence it was but natural that the pioneer poultryman in the Santa Cruz district should begin with the White Leghorn. And as experience soon proved that the White Leghorn thrives in the Santa Cruz climate this breed has been adopted generally.

Today 99 per cent of the flocks are White Leghorns of exceptionally good breeding. In fact, a prominent American poultry expert said recently, “In all my travels I have never found higher average flocks than at Santa Cruz.”

The sale of eggs is naturally the most important item in the poultry industry at Santa Cruz. Next in importance is the sale of day-old baby chicks, then of hatching eggs and lastly of broilers.

Eggs, aside from those consumed in Santa Cruz, are marketed in several ways. Some of the egg farmers, by creating a standard of quality, sell under their own brands at premium prices to large individual consumers, such as San Francisco hotels and restaurants. The majority, however, market in one of two ways—either through the Poultry Producers’ Association of Central California, a co-operative concern, or else sell to a Santa Cruz firm, which pays daily in cash and buys for a large packing company.



Prices in either case are governed by those prevailing on the San Francisco Dairy Exchange. The lowest Santa Cruz quotation per dozen in 1919 was 33½ cents and the highest 81½, with the average well over 40 cents.

The fine blood in the Santa Cruz flocks has established a demand for baby chicks from them. A large and profitable business in day-old chicks is being built up by those poultrymen who are willing to give it the close attention and patience demanded. The climate makes it possible for chicks to be hatched the year 'round and ordinarily the season begins the early part of January. The egg which is laid on Christmas is producing profits by Hallowe'en. Broilers are sold in the San Francisco market which absorbs also the two-year-old hens. Santa Cruz poultrymen work their hens hard for two years and then replace them with pullets hatched for the purpose.

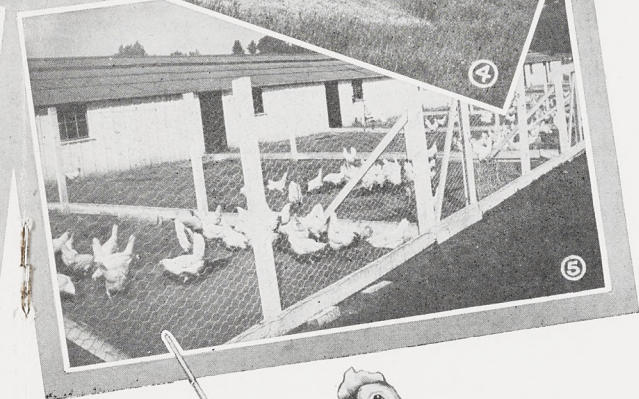
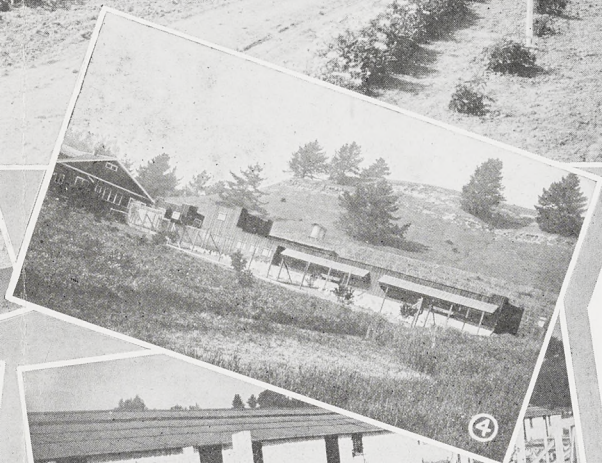
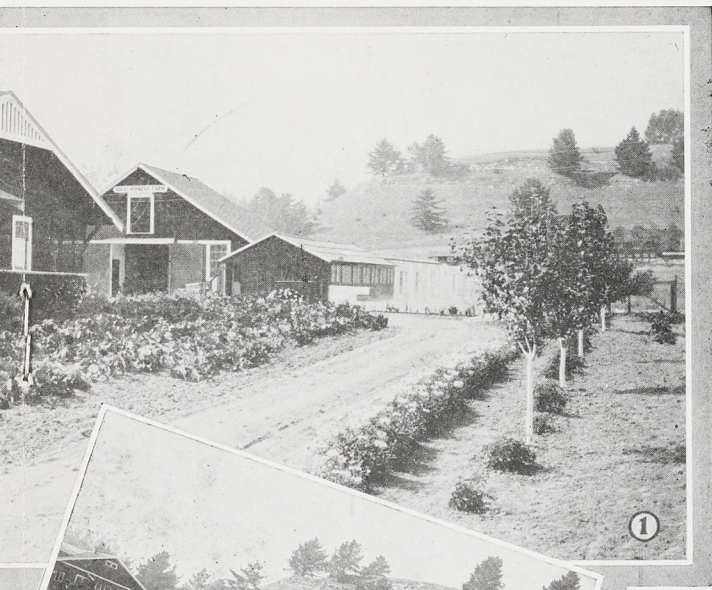
Rail, water and motor truck transportation facilities from San Francisco are convenient and, being in competition, freight rates are low. The carriage charge on products to market is small and, at little cost, feeds are imported direct from the grain-growing section of California.

A very natural conclusion on the part of one who considers going into the poultry business is that the poultryman should raise all his grain and other poultry feeds for his flock. This, however, is strictly at variance with the facts. In this day of specialization the Santa Cruz poultryman finds that it is profitable to have his grain produced on the large farms where modern machinery can be used in planting and harvesting the crops. The Santa Cruz poultryman is a specialist and he lends all his energy to making his flock of hens high producers and in doing this he is able to pay a fair price for grain and foodstuffs which are produced by other farmers in large quantities.





- (1) The owner of this ranch keeps 800 hens and nets an annual income of \$10,000.
- (2) Three children have been raised and educated from this ranch. The 100,000 thousand hens housed in this plant have paid the owner.
- (3) The Smith Model poultry house, characteristic of the Smith Model, enables the owner to care for his fowls comfortably and economically. (A) green trough; (B) green feed rack; (C) feed trough; (D) nests.
- (4) The 600 hens which live in this open-front chicken house net the owner \$3.03 net per day.
- (5) A typical long poultry shed that houses 800 fowls.



annual income of \$1500.
 in the profits which the
 er.
 the Santa Cruz section, en-
 and efficiently. (A) watering
 nests; (E) cleaning board.
 house average their owner



THE finest kind of grit is supplied free to the Santa Cruz poultrymen by Mother Nature. This is the sand of the ocean beach, which contains a considerable percentage of shell in very fine particles.

The poultry farms inside the city limits of Santa Cruz are supplied with mountain water from the municipal system. Good wells of fine water are easily developed anywhere in the district.

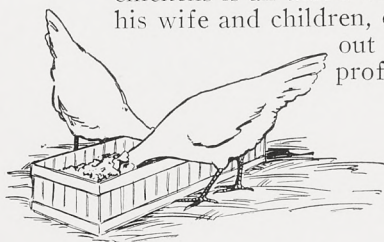
It is a simple matter to produce green feed on the fertile soils of the Santa Cruz district. The ground is easily tilled, and the chicken raiser who is systematic has no difficulty in growing green feed crops throughout the year. Kale, barley and the red and white clover are the most generally planted.

"If I am to make a living from poultry on a small ranch at Santa Cruz, how many hens must I have?" is a question often asked.

The number will depend entirely upon the size of your family and your scale of expense, and to a considerable extent upon yourself. If you expect to maintain an expensive automobile, hire all the work done on your place and pay all your household expenses with the income from a flock of hens, get over the idea at once. It can't be done—even at Santa Cruz.

A man of moderate tastes who is willing to do his own work with the assistance of his family will find that from 1000 to 1200 hens will provide his family and self with a comfortable, satisfying living. If he has four or five persons dependent upon him, his flock will have to number not less than 800 hens.

It is generally considered by Santa Cruz poultrymen that a flock of 1000 to 1500 chickens is all that a man, with the aid of his wife and children, can care for without hiring help. The profit in the small



poultry ranch lies in the ability of the owner and his family to perform all the regular work. It takes a big flock and considerable ground to pay a profit when help must regularly be hired.

The average Santa Cruz poultry ranch today is two acres in size, and there are 1000 hens in the average flock. On this amount of ground the poultryman finds room for his home, his garden and his poultry plant. Fruits, berries and vegetables are easily grown. Many poultrymen, by raising enough for their own tables, increase the net income from their ranches. The culture of bulbs, to be sold to florists and nurserymen, is another possible source of profit.

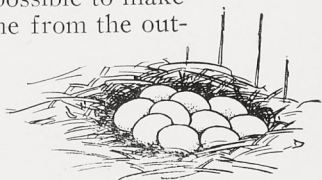
Now, as for capital. The amount needed to get a start in the poultry business at Santa Cruz depends a great deal upon the person. The man or woman with experience in handling poultry, a small family, good health and a small sum of money, would be able to make a go of it where the person with a similar sum of money, but lacking any of these four qualifications, would be doomed to failure.

CAPITAL NECESSARY

The prospective poultryman should have a minimum of at least \$3500.00. His plant complete, with a home, poultry buildings, hens and equipment will require a total investment of from \$7000.00 up. However, a few have succeeded on an initial capital of as little as \$500.00 or \$1000.00, having been able to borrow the balance necessary and in some instances, starting out by renting a place until sufficient capital could be accumulated.

It is well to bear in mind that like any other enterprise poultry keeping requires an adequate investment at the start.

At the same time—remember this: in no form of agriculture is it possible to make a new place pay an income from the out-



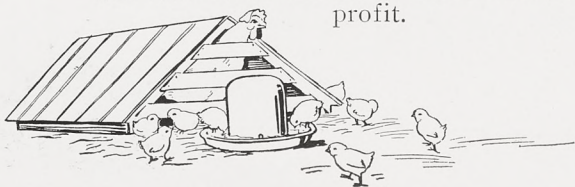
set. A poultry ranch will become an income-producer more quickly than anything else; but it requires at least eight months.

From a poultry rancher's initial capital there must be at the outset, an expenditure for his land. Desirable acreage inside the city limits of Santa Cruz is obtainable at from \$700 to \$1000 per acre. Outside the limits good land can be obtained as low as \$300 per acre. Two acres of ground and a flock of 800 or more hens will give a man all the work he will want to do.

After land is secured, there must come an expenditure for buildings. A chicken house, brooder house and barn are necessary at first. Next must come a residence. Some families, taking advantage of the delightful climate, live the first year or so in tent-houses, which are easily constructed at small cost. Others, until the storage of poultry supplies demands the room, live in their barns while getting their places in order.

A great amount of redwood timber is cut in the mountains back of Santa Cruz. So that lumber for building is obtainable at prices considerably less than prevail in most places. Cement also is a product of the Santa Cruz mountains, and this, too, can be had very reasonably. Lime is plentiful and very cheap, while sand can be had for the hauling. Indeed, there are few places where a dollar will buy more building material than at Santa Cruz.

After the brooder house is built brooders must be installed at some expense, the amount depending upon the style adopted. Then comes the foundation for the flock. The experience of most of the poultrymen has been that it is not a good plan, ordinarily, to buy laying hens for this purpose. Because, under ordinary circumstances, an established poultryman will not sell a chicken that can make a profit.



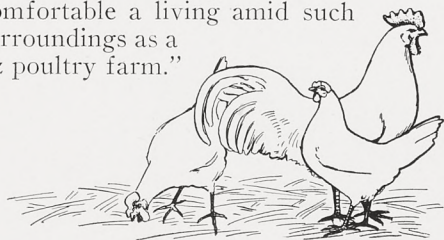
There are two satisfactory ways to start a flock. One is by buying hatching eggs, installing one or more incubators and hatching the chicks. The other—and probably the safer plan for the person inexperienced in handling incubators—is to buy day-old chicks and raise his flocks from them.

In either instance the chicks must be fed for several months before any income will be produced. The first money will be received from the sale of the young cockerels, sold as broilers. Pullets, hatched in the spring, will be a constant expense until the early fall, when they first begin to lay.

The pullets which result from the first hatching and reach maturity in the fall may not be sufficient in number to produce an income that will entirely support their owner and his family. Until the flock can be built up to this point the poultryman will have to depend upon his capital to take care of a portion of his expenses, even after the first pullets begin to lay.

To make an income producer of a Santa Cruz poultry ranch requires probably less capital than is necessary for the development of any other kind of farming proposition, when you consider how quick a return you get on your investment. Yet, as has been shown, it is essentially not a "shoe-string" proposition.

As S. H. Campbell, who manages the Poultrymen's Co-operation Association, puts it: "I have been from Klondike to Mexico. I have followed many lines of work. By hard, practical experience I learned the poultry business in Santa Cruz and built up a profitable flock. For the man or woman of moderate means who is willing to do a reasonable amount of work, I know of nothing which will yield so comfortable a living amid such pleasant surroundings as a Santa Cruz poultry farm."



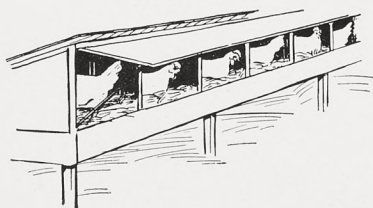
CALIFORNIA FARM BUREAU EGG-LAYING CONTEST

At a general meeting of the Board of Directors of the Santa Cruz Chamber of Commerce, held on July 26th, 1920, a plan to enlarge the scope of the present egg-laying contest was unanimously endorsed and \$10,000 was pledged the organization as a financial aid to the enterprise. This covered the cost of a site and buildings.

Progressiveness is the spirit of the Santa Cruz Poultryman. He has again scored by founding the first permanent Egg Laying Contest that California ever had. Beginning in 1918 with a small local contest he struggled on and has realized his greatest hopes in that Santa Cruz can now boast one of the finest and largest International Egg Laying Contests in the country. The California Farm Bureau Egg Laying Contest, as it is called, is one of the seven officially recognized contests in the United States and, in a way, serves as an experiment station where the poultrymen may learn the latest methods of handling poultry and operating a poultry ranch. The contest is conducted under the auspices of the Poultry Division of the University of California, and is recognized as being the official egg laying contest of California.

The contest is housed in attractive quarters especially erected under the direction of the Poultry Division for the purpose. It is located within the city limits of Santa Cruz, in one of the most favored poultry sections. The object of the contest, as put forth by the University, is as follows:

1. To build up the average egg production of the California hen by stimulating interest in selection and breeding for egg production.
2. To add to our knowledge of the science and art of breeding for egg production by a study of individual productive variations.



3. To afford poultry breeders the opportunity of having their fowls officially tested, and demonstrating the value of their strains for egg production.

4. To acquaint the public with the relative values of these strains.

5. To demonstrate the adaptability of California climates to successful egg farming.

6. To demonstrate the practical value of the experiment work of the poultry division of the State Experiment Station.

In demonstrating the productive results that can be secured through careful, systematic breeding, and in bringing to public attention the official records of such work, the contest station hopes to create a wider interest in high egg production and to bring about a better understanding of the skill and painstaking effort required to attain and maintain in a flock of fowls an average egg production greatly above the average of commercial flocks.

The value of such a contest in their midst to poultry men located in Santa Cruz can hardly be overestimated. Here the beginner in the poultry business can come in touch with scientific poultry management. He has the opportunity of studying the very finest type of high producing birds raised anywhere in the world, for the entries represent in many cases the very best of the best.

The most practical and economic systems of feeding and handling are demonstrated under his very eyes and probably more important than all these is the high standard set by such a contest, which every poultryman strives to emulate. The management is glad to give the newcomer all the help possible in an advisory way, or inform him where he can derive such knowledge as asked for.

The Contest, besides being the source of valuable information to the local poul-



trymen, has a much more far-reaching value than this. The present aim of all poultrymen is to better their stock, a condition made necessary by the late severe economic conditions which proved that the high-producing flocks were the only ones that could stand the test of high costs. Throughout the country it is a proven fact that the home of an Egg Laying Contest is also the home of good breeding stock—and so, where but a few years ago Santa Cruz was one in a large class of poultry districts, today it stands by itself and is fast becoming the source for supplying the breeding stock for better poultry. This is probably the greatest advantage of all that a breeder of good stock derives in being located in Santa Cruz. The Contest is a permanent advertising sign hung out over the whole poultry world. And there is still another value to having this competition before their very door all the time, and that is the constant incentive it promotes for bettering their stock. This has been manifested in the fact that during the past few years since the contest work has been inaugurated, numerous high priced breeding birds have been imported from other States, and also each year many of the winning hens and pens in the contest are purchased by local breeders.

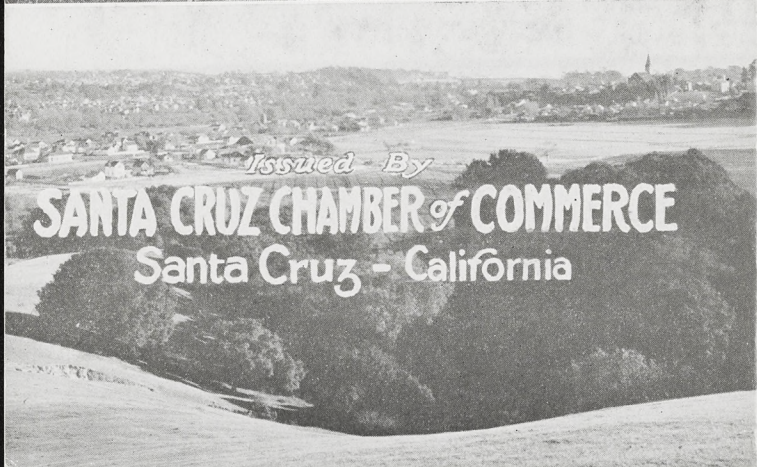
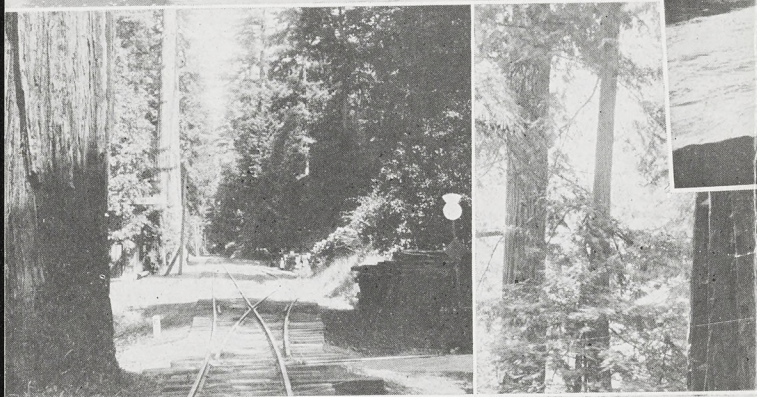
As a poultry district Santa Cruz was almost perfect, but with the installing of the California Farm Bureau Egg Laying Contest she has attained a perfection which will be hard to excel anywhere.



THE Santa Cruz Chamber of Commerce has nothing to sell. It is interested in having only those people come to Santa Cruz, to engage in the poultry business who can be successful.

Feel free to write to the Chamber of Commerce for advice. Tell it what means you have to start with, the size of your family, the condition of your health and how much or how little experience you have had. This information will be kept in strictest confidence. And, if the Chamber of Commerce does not feel that you can be successful in the poultry business at Santa Cruz, it will tell you so quickly and frankly.

Can anything be fairer?



Issued By
SANTA CRUZ CHAMBER of COMMERCE
Santa Cruz - California